



WPEC
1100 Fairfield Dr
West Palm Beach, FL 33407

McLaughlin & Associates
566 S Rt 303
Blauvelt, NY 10913

Contract # 1585248
Schedule Dates 10/08/12-10/21/12
Advertiser Florida Federation for Children (73508)
Agency McLaughlin & Associates (9012)
Product POLITICAL ISSUE (ns) (1187)
Brand FL FED 4 CHILD 10/8 (477382)
Salesperson TeleRep/DC, Washington DC (2995)
Sales Office TeleRep Washington DC
Buyer Name CAMPBELL, MARIANNE
Phone/Fax /
CPE 515
Account Types National/Political Issue Agency BRD
Billing Type Standard
Comments FL FED 4 CHILD 10/8
***** THIS IS A CASH IN ADVANCE SCHEDULE ***** FL FEDERATION FOR CHILDREN

Date Entered 09/28/12
Last Modified 09/28/12
Entered By Nancy Brutus
CO-OP No
Headline # 06357193
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$3,746.25
Net Total \$21,228.75
Sales Tax

West Palm Beach (WPEC)
By Broadcast Month **Spots** **Rate**
Oct. 2012 35 \$24,975.00
Grand Total: 35 \$24,975.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	10/15/12-10/19/12	3	:30	9A-10A (EST)	2	X	X	X	X	X			2	\$300.00	\$600.00	West Palm Beach (WPEC)		9/28/12
2.0	Normal Line / SPOT (2)	10/08/12-10/12/12	3	:30	9A-10A (EST)	2	X	X	X	X	X			2	\$300.00	\$600.00	West Palm Beach (WPEC)		9/28/12
3.0	Normal Line / SPOT (3)	10/15/12-10/19/12	3	:30	12P-12:30P (EST)	2	X	X	X	X	X			2	\$525.00	\$1,050.00	West Palm Beach (WPEC)		9/28/12
4.0	Normal Line / SPOT (4)	10/08/12-10/12/12	3	:30	12P-12:30P (EST)	3	X	X	X	X	X			3	\$525.00	\$1,575.00	West Palm Beach (WPEC)		9/28/12
5.0	Normal Line / SPOT (5)	10/15/12-10/19/12	3	:30	4P-5P (EST)	2	X	X	X	X	X			2	\$525.00	\$1,050.00	West Palm Beach (WPEC)		9/28/12
6.0	Normal Line / SPOT (6)	10/08/12-10/12/12	3	:30	4P-5P (EST)	2	X	X	X	X	X			2	\$525.00	\$1,050.00	West Palm Beach (WPEC)		9/28/12
7.0	Normal Line / SPOT (7)	10/20/12-10/20/12	3	:30	7P-7:30P (EST)	1						1		1	\$525.00	\$525.00	West Palm Beach (WPEC)		9/28/12
8.0	Normal Line / SPOT (8)	10/13/12-10/13/12	3	:30	7P-7:30P (EST)	1						1		1	\$525.00	\$525.00	West Palm Beach (WPEC)		9/28/12
9.0	Normal Line / SPOT (9)	10/21/12-10/21/12	3	:30	10:30A-11:30A (EST)	1							1	1	\$750.00	\$750.00	West Palm Beach (WPEC)		9/28/12
10.0	Normal Line / SPOT (10)	10/14/12-10/14/12	3	:30	10:30A-11:30A (EST)	1							1	1	\$750.00	\$750.00	West Palm Beach (WPEC)		9/28/12
11.0	Normal Line / SPOT (11)	10/21/12-10/21/12	3	:30	9A-10:30A (EST)	1							1	1	\$1,350.00	\$1,350.00	West Palm Beach (WPEC)		9/28/12
12.0	Normal Line / SPOT (12)	10/14/12-10/14/12	3	:30	9A-10:30A (EST)	1							1	1	\$1,350.00	\$1,350.00	West Palm Beach (WPEC)		9/28/12
13.0	Normal Line / SPOT (13)	10/15/12-10/19/12	3	:30	11P-11:30P (EST)	2	X	X	X	X	X			2	\$1,050.00	\$2,100.00	West Palm Beach (WPEC)		9/28/12
14.0	Normal Line / SPOT (14)	10/08/12-10/12/12	3	:30	11P-11:30P (EST)	2	X	X	X	X	X			2	\$1,050.00	\$2,100.00	West Palm Beach (WPEC)		9/28/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WPEC
1100 Fairfield Dr
West Palm Beach, FL 33407

McLaughlin & Associates
566 S Rt 303
Blauvelt, NY 10913

Advertiser
Agency
Product
Brand
Salesperson
Sales Office
Buyer Name
Phone/Fax
CPE
Account Types
Billing Type
Comments

13003240
10/08/12-10/21/12
Florida Federation for Children (73508)
McLaughlin & Associates (9012)
POLITICAL ISSUE (ns) (1187)
FL FED 4 CHLD 10/8 (477382)
TeleRep/DC, Washington DC (2995)
TeleRep Washington DC
CAMPBELL, MARLANE
/
515
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15.0	Normal Line / SPOT (15)	10/15/12-10/19/12	3	:30	6P- 6:30P (EST)	2	X	X	X	X	X			2	\$900.00	\$1,800.00	West Palm Beach (WPEC)		9/28/12
16.0	Normal Line / SPOT (16)	10/08/12-10/12/12	3	:30	6P- 6:30P (EST)	2	X	X	X	X	X			2	\$900.00	\$1,800.00	West Palm Beach (WPEC)		9/28/12
17.0	Normal Line / SPOT (17)	10/15/12-10/19/12	3	:30	5P- 5:30P (EST)	2	X	X	X	X	X			2	\$750.00	\$1,500.00	West Palm Beach (WPEC)		9/28/12
18.0	Normal Line / SPOT (18)	10/08/12-10/12/12	3	:30	5P- 5:30P (EST)	2	X	X	X	X	X			2	\$750.00	\$1,500.00	West Palm Beach (WPEC)		9/28/12
19.0	Normal Line / SPOT (19)	10/15/12-10/19/12	3	:30	7P- 7:30P (EST)	2	X	X	X	X	X			2	\$750.00	\$1,500.00	West Palm Beach (WPEC)		9/28/12
20.0	Normal Line / SPOT (20)	10/08/12-10/12/12	3	:30	7P- 7:30P (EST)	2	X	X	X	X	X			2	\$750.00	\$1,500.00	West Palm Beach (WPEC)		9/28/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date: 9.27.12
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I, McLaughlin & Associates
do hereby request station time concerning the following issue:

FL SD 34 ELECTION

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
LOPEC #1385248					

Total Charges: \$24,975 ⁼

This broadcast time will be used by: Florida Federation for Children

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

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I represent that the payment for the above described broadcast time has been furnished by:

Florida Federation for Children

☐ a corporation; ☐ a committee; ☐ an association; ☒ or other unincorporated group.

Chairperson: John Kirtley

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

9.27.12
Date

Signature

203.966.9757

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

 **Accepted**

☐ Accepted in Part

☐ Rejected

☒ Accepted ☐ Accepted in Part ☐ Rejected

Lillie K Roberts Lillie K Roberts Sales Director
Signature Printed Name Title



RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF OF A
CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF
PUBLIC IMPORTANCE

CANDIDATE/ISSUE: FLA. Federation of Children PARTY: _____

OFFICE/DESCRIPTION: Issue ELECTION DATE: 8/14/11

INQUIRY MADE BY: _____
Candidate Manager Agency Committee (circle one)

ADDRESS: McLaughlin & Associates
566 STATE ROAD 303
Blauvelt, NY 10913

PHONE: 845-365-2000 FAX: 845-365-2008

EMAIL: _____

Information Requested: Rates & Availis

Final Disposition: Order placed \$24,975⁰⁰

If Committee, list officers and position: Chairperson: John Kirtley

TAKEN BY: Cheryl Blair DATE: _____ TIME: _____
T' Rep WASH